



E-Cell

BIZ MELA 2023

EVENT REPORT

17th January 2023

“The magic in new beginnings is truly the most powerful of them all.” – Josiyah Martin

The entrepreneurship cell of JIS University in association with the School of Management Studies under the mentorship of Prof. (Dr.) Rakesh Kumar Dhar Dubey, Dean, Prof. (Dr.) Dharampal Singh, Convenor, E-Cell, Dr. Indranil Mutsuddi, Coordinator, E-Cell & HOD, School of Management Studies and Dr. Surjyasikha Das, Co-Coordinator, e-Cell, JIS University, organized One-Day Start Up cum Exhibition Event – **BIZ MELA 2023** to celebrate the National Start-Up Day 2023 on 16th January 2023. to encourage the spirit of Entrepreneurship among the students. During the event the students from various departments showcased their one-day start-ups where each team competed with one another with their businesses - highlighting their innovative sales and promotion drives and outsmarting others by charting maximum revenues. Learning, Teamwork, creative energy and fun was the aura that marked the success of the event.

The event was organized by the e-Cell organizing committee student members as the core organizing team. More than 24 teams from various Departments of JIS University and Institutions of the JIS Group participated in the event. A team of 7 school children invited by Dr. Manua Banerjee from a nearby school were enthusiastic participants of the event.

The event was inaugurated by the galaxy of senior most dignitaries of JIS University. Prof. (Dr.) Rakesh Kumar Dhar Dubey, Dean School of Management Studies & juridical Sciences, Prof. (Dr.) H.S. Maji, Dean Academics, Prof. (Dr.) Atanu Kotal, Dy Registrar (Academics), Prof. (Dr.) Narinder Kumar, COE, Dr. Pintu Kumar Dey, Director, IQAC, Prof. (Dr.) Dharampal Singh, Convenor, e-cell graced the occasion by lighting the lamp and cutting the event ribbon.

Participating student teams presented their one-day start-up ventures during this event. All the teams were engaged in sales promotion, branding activities followed by operations and sales of the items offered by their start-up stalls. Prof. (Dr.) Pintu Kumar De, Director, IQAC and a team of senior faculty members evaluated the student presentations.

The stalls presented by the student teams were highly appreciated by the faculty members and pertinent recommendations were shared for further improvement.

The event encouraged the students to sharpen their entrepreneurial skills and develop clear focus & goals for developing their one-day start-ups into sustainable business models.

The event concluded with an hour-long valedictory session followed by prize distribution ceremony. Prof. (Dr.) Rakesh Kumar Dhar Dubey, Dean School of Management Studies & Juridical Sciences, Prof. (Dr.) H.S. Maji, Dean Academics, Prof. (Dr.) Atanu Kotal, Dy Registrar (Academics), Dr. Pintu Kumar Dey, Director, IQAC graced the valedictory program and encouraged the students to strive the path of entrepreneurship.



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Prof. (Dr.) Rakesh Kumar Dhar Dubey, Dean School of Management Studies & Juridical Sciences during his address highlighted the significance of India emerging as the youngest Unicorn Nation and drew several examples how entrepreneurship could boost the nation's economy.

Prof. (Dr.) H.S. Maji, Dean Academics motivated the students regarding their endeavours towards entrepreneurial activities and how such efforts could assist their professional and personal development.

Prof. (Dr.) Atanu Kotal, Dy Registrar (Academics) discussed the importance of multi-skilling and taking responsibility as a part of entrepreneurial endeavours.

Dr. Pintu Kumar Dey, Director, IQAC, motivated the students for their professional development and emphasized the relevance of ownership of roles and responsibilities and self-promotion for their career growth.

Earlier Dr. Indranil Mutsuddi, HOD, School of Management Studies, enlightened the audience regarding the relevance of the national Start-up Day and the BIZ MELA event organized by the e-Cell.

The winning teams were felicitated by the esteemed dignitaries present on the dais with Trophies, medallions and certificate of merit. The organizing team members also received Certificates of appreciation followed by all the participants receiving their certificates of Participation.

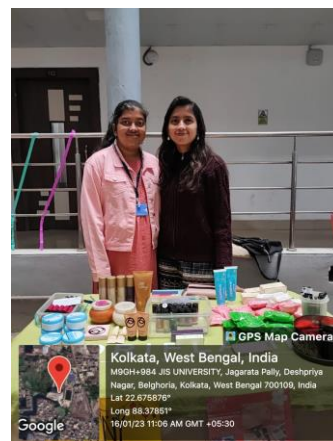
Position	Team Members	Department	Awarded with
Champion	Krish Mallick Anirban Pal Anant Kumar Jha Simranjeet Kaur Mamta Kumari	School of Earth Sciences & Remote Sensing	Winners Trophy, Gold Medallions, Certificate of Merit
First Runners-up	Kamesh Kumar Swastik Verma Akash Singh	School of Management Studies (BBA 4 th sem)	First Runners-up Trophy, Silver Medallions, Certificate of Merit
Second Runners-up	Avijit Dutta Sayani Pal Avinandan Chakraborty Sanubhav Sarkar	School of Management Studies (BBA 1 st sem)	Second Runners-up Trophy, Bronze Medallions, Certificate of Merit

The program concluded with Dr. Surjyasikha Das, Co-Coordinator, E-Cell, posting the vote of thanks for the contributions made by the esteemed dignitaries of JIS University, the organizing team and all those present during the session.



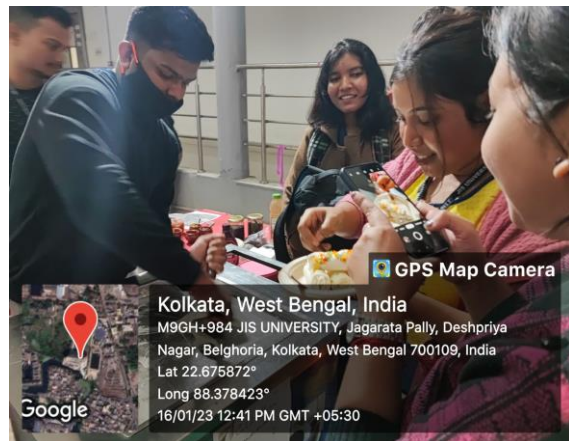
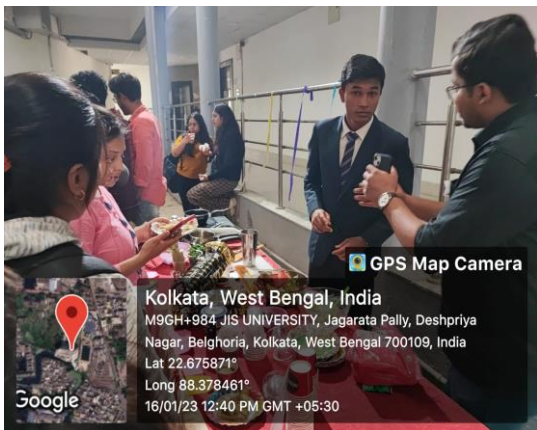
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EVENT PHOTOGRAPHS



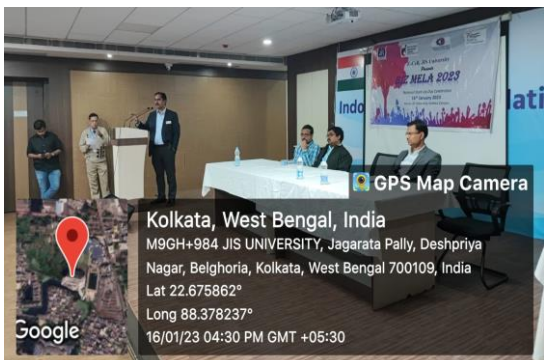
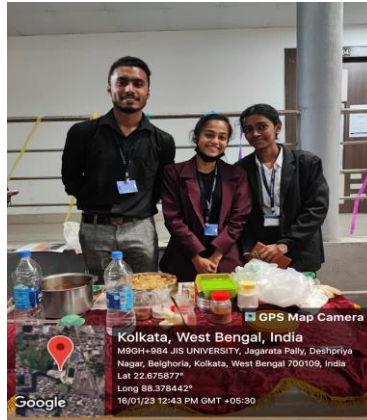


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